

UTAH CTE SKILL CERTIFICATION PERFORMANCE EVALUATION eCommerce Course 2 – TEST #415

The performance evaluation **is a required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), **“Y” (Y=YES)** is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then **“N” (N=NO)** is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in **“A”** on the answer sheet for item **#81** for students who have achieved **“Y”** on **ALL performance objectives**.
- The teacher will bubble in **“B”** on the answer sheet for item **#81** for students who have **ONE or more “N’s”** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher’s file for two years.
- A copy is also kept on file with the school’s CTE skills certification testing coordinator for two years.

Performance Objectives

- PO-11 _____ Create and send a professionally formatted signature file within an email.
- PO-12 _____ Receive and summarize three eZine articles from professional marketing-focused companies.
- PO-13 _____ Create an online banner ad with a marketing focus.
- PO-14 _____ Create a rich media marketing spot with the aid of Macromedia Flash®.
- PO-15 _____ Practice some WML through a wireless phone emulator.
- PO-16 _____ Put together a site that includes simulated, functioning online sales.
- PO-17 _____ Database connectivity project, Part 1: Build a database with MS Access.
- PO-18 _____ Database connectivity project, Part 2: Use SQL and dynamic web pages to query a database.
- PO-19 _____ Database connectivity project, Part 3: Web application servers, ODBC, and publishing the site.
- PO-20 _____ Rewrite and properly format an article to make it ready for the web.
- PO-21 _____ Locate and summarize employment opportunities in Internet marketing careers.
- PO-22 _____ Summarize a variety of articles throughout the course.

NOTE: Students who achieve 80% (moderately to highly skilled) on **ALL** performance objectives will be given the choice of two tests to take at the end of the term: (1) Students may elect to take the eMA certification exam at a cost of \$40. Successfully taking and passing this exam would result in national certification as a CeMA (Certified e-Marketing Associate), and a State Certificate of achievement. (2) Students may elect to take only the exam provided by the State Office of Education, free of charge, and receive a State Certificate of achievement upon passing with an 80% or higher. Students who choose this option forfeit the national certification.

Please print clearly:

I, _____, certify that _____, who is a student at _____,
(Teacher Name) (Student Name) (High School Name)

has mastered each of the above standards and objectives at an 80% or higher level.